

Rep Order# 8863279 **Ver#** 3 **Status** Revised
EC'd Yes

Traffic Order# 37233

Printed: 09/17/2012 7:48 AM
Last Received: 09/16/2012 3:38 PM
Showing Buylines: All Lines

1 of 8

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

-- CONTRACT COMMENT --

BERKLEY FOR SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LINES FOR CHANGES

NCIT

PLS CNF

T/R STEFAN FOR MIKE

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Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/17/2012
Flight Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0234

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1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/17/2012
Holiday Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5800
Salesperson FAX# 202-872-0263

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PHILADELPHIA, PA 19103
Agency C/P1/P2/E
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Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-2733

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Holiday Weeks

Rep Firm _____
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5883
Salesperson FAX# 202-872-0265

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Estimate#
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Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/17/2012
Holiday Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0262

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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40	42	SU	830A-900A	Buyline Comment: FACE THE NATION	:30	\$940.00	09/16-09/16	1	1	1	\$940.00	
41	*43	SA	930A-1200P	Buyline Comment: NCAA FOOTBALL Sales Remark: V3 MG V3 Added	:30	\$750.00	09/15-09/15	2 ✓	1	2	\$1,500.00	
42	*44	W	1000P-1100P	Buyline Comment: CSI Sales Remark: V3 MG V3 Added	:30	\$2,000.00	09/12-09/12	1 ✓	1	1	\$2,000.00	
43	*45	F	900P-1000P	Buyline Comment: CSI NY Sales Remark: V3 MG V3 Added	:30	\$1,200.00	09/14-09/14	1 ✓	1	1	\$1,200.00	
44	*46	SU	1000P-1100P	Buyline Comment: THE MENTALIST Sales Remark: V3 MG V3 Added	:30	\$4,000.00	09/16-09/16	1 ✓	1	1	\$4,000.00	
45	*47	SU	430P-530P	Buyline Comment: ELECTRIC PLAYGROUND Sales Remark: V3 MG V3 Added	:30	\$150.00	09/16-09/16	1 ✓	1	1	\$150.00	
46	*48	M	1000A-1100A	Buyline Comment: PRICE IS RIGHT Sales Remark: V3 MG V3 Added	:30	\$1,000.00	09/17-09/17	1 ✓	1	1	\$1,000.00	

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Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	-----	---	---	---	-----	-----
*49	SA		1135P- 1235A		:30	\$70.00	09/15-09/15	1 ✓	1	1	\$70.00	
				Buyline Comment: PRIVATE PRACTICE								
				Sales Remark: V3 MG								
				V3 Added								
*50	SA		1235A- 135A		:30	\$60.00	09/15-09/15	1 ✓	1	1	\$60.00	
				Buyline Comment: DA VINCI								
				Sales Remark: V3 MG								
				V3 Added								
*51	SU		500A-600A		:30	\$190.00	09/16-09/16	1 ✓	1	1	\$190.00	
				Buyline Comment: EYE ON WASHINGTON/WSJ								
				Sales Remark: V3 MG								
				V3 Added								

--REPORT TOTALS--

Report Totals: 94 / \$45,580.00

--SALES MONTHLY TOTALS--

Sep 12: 94 / \$45,580.00
Sales Totals: 94 / \$45,580.00
Station Totals: 94 / \$45,580.00
Lines not sent/reld/rtn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$151,933	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+